



**International
Sales Team**

FOR IMMEDIATE RELEASE

International Sales Team Strengthens USA Presence

Queensland, Australia, 09 November 2021 – International Sales Team, a worldwide network of highly experienced broadcast and media industry sales professionals for hire and deployment, has appointed Lee Salas, increasing its presence in the USA.

Lee is an experienced senior sales executive in Broadcast Media & OTT, for Hardware, Software & Video Platform products, services, and solutions to North American clients. His previous roles have included the full-sales cycle from prospecting leads, negotiating terms, and closing deals. He has built relationships with both USA domestic & International clients. He has overseen sales teams at major organisations including CBS Television & Deluxe Entertainment Services Group.

Lee has helped Broadcast & Media video content owners with Linear & Digital, OTT, IPTV, Live Streaming, Ad Tech and VOD/SVOD/AVOD solutions.

Lee commented “what an exciting opportunity it is, to be joining International Sales Team at such a positive time. The broadcasting industry was hit hard during the pandemic and I understand that businesses are looking to grow once again. International Sales Team provides the perfect solution and I am looking forward to introducing Sales Teams as a Service (STaaS) by International Sales Team to the USA.”

Lee currently resides in San Francisco.

Roland Schaller, Sales Force Manager for International Sales Team, commented “Lee is an accomplished and recognised broadcast industry sales professional and International Sales Team is privileged to have Lee as part of our team. We are very much looking forward to working with him”

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About International Sales Team

International Sales Team is an Australian founded, global company that provides Sales Teams as a Service - STaaS.

International trade has always been difficult with foreign languages, local customs and time zones to overcome. With the added restrictions brought about by the global pandemic, successfully presenting products and services in overseas territories may seem unachievable.

Businesses today are familiar with SaaS (Software as a Service) and the practice of moving fixed overheads and Capex to a variable and flexible Opex. Moving your sales team to STaaS and to International Sales Team is the next logical step.

Further information for International Sales Team can be found at InternationalSalesTeam.com

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